

Message Text

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17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 201515Z APR 76
FM AMEMBASSY BELGRADE
TO USDOC WASHDC
INFO SECSTATE WASHDC 6352
AMCONSUL ZAGREB

UNCLAS BELGRADE 2599

E.O. 11652: NA
TAGS: BTIO YO
SUBJ: MAJOR PRODUCT OPPORTUNITY - PRINTING AND GRAPHIC ARTS
EQUIPMENT

REF: BELGRADE 2584

1. REFTEL REPORTS TENDER ISSUED BY YUGOSLAV ENTERPRISE GRAFO-
PROJEKT FOR PGA EQUIPMENT, INCLUDING TWO ROTOGRAVURE PRESSES
AND COMPLETE PHOTOGRAPHY DEPARTMENT. REVIEWING LIST OF EQUIPMENT,

WE BELIEVE TOTAL VALUE SLIGHTLY EXCEEDS ONE MILLION DOLLARS
(REVISION OF ESTIMATE GIVEN STRAUSS LEON). BID DEAD-LINE:
MAY 29.

2. IN DISCUSSION APR 16, GRAFOPROJEKT EXECUTIVE CONFIRMED
INTEREST IN RECEIVING BIDS FROM U.S. FIRMS. IN FACT, EXECUTIVE
SAID, HE HAD GIVEN ADVANCE INFORMATION ON TENDER TO INDUSTRY
REPRESENTATIVE TOEDTMAN WHO ATTENDED USDOC PGA CATALOGUE EXHIBIT
AT ZAGREB FALL FAIR, SEP 1975. EXECUTIVE EXPRESSED DISAPPOINTMENT
THAT CONVERSATION WITH TOEDTMAN FAILED TO STIMULATE ANY INQUIRIES
FROM U.S. FIRMS.

3. ACTION SUGGESTED. THOUGH WE CONFIDENT TOPS HAS
GOOD NUMBER OF SUBSCRIBERS IN THIS TARGET INDUSTRY, IT MAY BE
WORTH MILD EFFORT TO ENCOURAGE U.S. FIRMS TO BID. WE ALSO SUGGEST
PASSING REFTEL TO TOEDTMAN WITH REQUEST THAT HE CONVEY INFORMATION
TO ANY FIRMS HE MAY ALREADY HAVE ALERTED TO THIS OPPORTUNITY.
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CONTACT: JAMES C. TOEDTMAN, PRESIDENT, THE W.N. GATES COMPANY,

19 CHURCH STREET, BERE, OHIO 44017, TEL: (216) 861-0059.
SILBERMAN

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